

CASE STUDY

Malmaison

hotels that dare to be different

Hotel du Vin
&
Bistro

As two of the UK's most recognisable hotel brands, when Malmaison and Hotel Du Vin merged they needed to ensure they created a clear and single employer brand whilst becoming an employer of choice.

Business challenge

- Create significant efficiencies in existing processes
- The need to preserve the separate brand whilst operating under the same leadership with many shared services
- Need to communicate and engage the workforce
- Add structure to personal development and make better use of internal talent
- Learning and development needs inconsistent
- Challenging expansion plans—six properties per year plus acquisitions
- Formalise performance management at all levels across the group



Mike Williams
People Development Director
Malmaison and Hotel Du Vin

Solution

Due to the complex nature of the project, learnpurple's company directors took an active, operational interest and worked to design a highly bespoke performance management and communication tool over the period of four months

- Ongoing employee consultation
- Robust succession planning and performance management
- 100% accurate training needs analysis
- Risk of leaving analysis
- Ability to capture employee opinion
- Wide range of reporting tools around business critical 'people indicators'
- Visible support from the top down

"The tool is so flexible! Our people strategy is underpinned by talent toolbox and our learning and development focus is driven largely by what the system tells us.

"With the recent addition of the nine-box succession planning grid that highlights performance vs potential, I can also now pinpoint our stars of the future."

Mike Williams— People Development Director

Outcomes

Since the introduction of talent toolbox™ within the hotel brands, measurable outcomes have been significant. Over the course of 12 months, the organisation has seen approximate total saving of £500,000 per annum calculated from:

- Recruitment costs halved saving approximately £125,000pa
- Reduced HR administration time saved the equivalent of one salary (approx £30,000)
- Reduced management time saved at an estimated £26,000
- Labour turnover dramatically reduced to 30% saving an estimated £270,000
- Targeted and timely L&D saving over £9,000
- New properties are 80% staffed from within with clear development plans thanks to robust succession and training needs analysis
- Rolled out across all 2,000 employees after success seen at management level

learnpurple **talenttoolbox**

transform your organisation the innovative people solution

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